

Although our station is located in the San Antonio metro, we are 45 miles away from the city and this is a contiguous area. People live here, work here, shop here, and listen to radio here. Our station is under the umbrella of all those AM and FM stations licensed to San Antonio, and about half of those licensed to Austin. But, we're just far enough away from those cities so that local weather is often quite different, what is local news here bears no resemblance to either San Antonio or Austin, and we have our own school systems, etc. Just as people in those cities aren't interested in what happens in Seguin, our residents.....most of them listeners....are observers of San Antonio happenings, but for the most part what goes on there has no direct effect on them.

Being "local" is what we, and many broadcasters in small markets, are all about. Localism is running over 100 public service announcements a week voiced by members of the community. Localism is being on the alert to provide vital information in time of flooding, which damaged or destroyed over 3,000 homes in our County in 1998, about half that number again in 2002, and as late as last week we had another flood threat that our residents heard about first on our station. Localism is supporting the Chamber of Commerce, serving on the boards of service clubs like Rotary, Lions and Kiwanis, helping local churches with fund-raisers. Localism is maintaining a three-person news department when your station is a 1kw AM standalone. Localism is creating town hall "meet-the-candidate" meetings that are broadcast live. Our station does all these things and a lot more. I could go on, but what "localism" really is, is the operation of a station in the public interest, convenience and necessity." Words that are familiar to almost every broadcaster and hopefully every Commissioner.

For the FCC to travel around the country in search of localism by holding meetings like the travesty I attended in San Antonio only points out that the Commission has no clue to the realities of what is really going on out here in the real world outside the Beltway. Do not judge us by what Howard Stern does. Do not for a moment believe we approve of what Opie and Anthony do on the air under the guise of entertainment. Do not paint all of us with the same brush because of what happened during a Super Bowl Televised half-time show. Before you consider attempting to "legislate localism," remember that creating rules that will require the additional burden of some type of reporting at the local level won't improve localism, but just might eliminate the very broadcasters who embrace it everyday.

Sincerely,

Hal S. Widsten
General Manager
KWED AM 1580
Seguin, Tx.

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